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Memorandum

TO: Members of the House of Representatives

FROM: Representative Stephen Bloom

DATE: March 31, 2011

SUBJECT: **Co-Sponsorship Memo: "PA Preferred" Ag Products**

In the near future I will be introducing legislation providing a statutory framework for the very successful "PA Preferred" marketing program administered by the Department of Agriculture. Initiated in 2004, this program licenses, under specified criteria, producers, processors and marketers of Pennsylvania agricultural products to use the trademarked PA Preferred logo. To date there have been approximately 1500 license agreements entered into between the Department and PA-based individuals and businesses operating from over 3500 locations in the Commonwealth.

My legislation proposes to build on the success of the program to date by providing the Department specific authority to acquire, maintain and license the PA Preferred Trademark. In addition, it establishes the criteria and the standards that must be met in order for entities to be licensed to use the trademark as a producer, processor or marketer of PA agricultural commodities.

If you would like to co-sponsor this legislation, please contact my secretary Lauren Withjack at lwithjac@pahousegop.com or at 772-2280.